

Review Article

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An Overview of Awareness Programs on Health Aspects of Various Segments of Society

Kirti M. Tripathi^{1*}, Kalpana Sharma² and Bina Yadav³

¹Krishi Vigyan Kendra, Bulandshahr, SVPDAT, Meerut, India

²Ginni Modi Devi Girls(PG) College, Modinagar, Ghaziabad, India

³Krishi Vigyan Kendra, Meerut, SVPDAT, Meerut, India

**Corresponding author*

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ABSTRACT

Human mind is a learning machine. Learning is a life long process. Government and other organisations are making efforts in conducting awareness generation programs. Effectiveness of such programs is barely checked. Many studies were conducted to assess the level of generation. Present paper is an outcome of the review of different awareness programs and methods of presentation of their results.

Introduction

Awareness generation calls for blue print of efficacious communication to outstretch the wishful outcome. The coalescence of these conveyance procedures for a vulnerable audience for a specific duration can predominantly be called as 'awareness generation campaign'. The motive of awareness generation campaigns frequently varies between circumstances but usually inculcates enhanced concern, disseminating knowledge to there quired listeners, establishing an optimistic views, and participate to modify their behaviour. Awareness generation is a typical assignment

with analysis difficult to conclude. Although it is very tough to quantify the efficacy of awareness generation campaigns as there are few resulting indicators, constantly organised qualitative and quantitative valuation can enhance the vision and trails.

Although awareness generation is contemplated to be need full at the initial steps of the acquiring procedures, research reveals that extent of awareness turbulence through time under the influence of extraneous variables. Awareness campaigns can convey groups of people in a particular are affected by a specific vulnerable parameter, groups of stakeholders, the common population, etc. The

concluding motive of such campaigns is to acquire long-term lasting behavioural changes. Awareness raising directly indicates the growth of knowledge of individuals and organisations.

Some interesting reviews regarding awareness generation campaigns, techniques, methods of disseminating awareness, extent of spread and acquisition are compiled and expressed for understanding the different aspects of awareness campaigns and intervention programs.

Different studies on effectiveness of awareness generation

Tripathi and Dubey (2020) conducted a study for finding out the preciseness of training program conducted to generate among

Ishwar *et al.*, (2018) pursued a study on residents who usually purchase groceries of a rural slum over a period of 2 months. They elucidated the effectiveness of Jago Grahak Jago initiative taken by government. 93% respondents were literate. All of them were made aware of food adulteration. Deduction came out in a way that 40% were unaware about the venture. They concluded that awareness and encouragement will lead to empowerment for different aspects of food adulteration.

Using pre- and post- test experimental research design Chayal and Dagar (2017) tried to find out the effectiveness of awareness generated through training program on infant feeding practices. After 2 days of training program rural women were asked again the same questions regarding the practice and patterns applied on breast feeding. Results showed that there was markable increase of 21.25% knowledge. Conclusion came in a way that income is not linked with gain in knowledge. There was found to be strong

association between education level of subjects and gain in knowledge.

Obembe *et al.*, (2016) assessed the awareness and knowledge of school teachers regarding school health program in Ibadan Metropolis. Pre-tested semi structured questionnaire was used to elucidate the awareness of 416 teachers. 50% of the subjects were aware about the program at their school. Subjects fairly knew about SHP but not much but not much about NSHP. Efforts are required to propagate the awareness for NSHP.

Imparting health education is an important way to generate awareness. Anbazhagan, *et al.*, (2016) compared the effectiveness of two methods of health education on cancer awareness. The study was carried out on adolescent school children of Southern India. It was pre and post study and the methods used were child to child and traditional lecture. Two post tests were conducted, one after 2 days and other after 2 weeks. The knowledge among students were significantly increased after intervention. Researchers suggested that child to child method was much notable and hence such ventures should be introduced in schools to increase the awareness.

Awareness campaigns play major roles in knowledge enhancement. Seimtz *et al.*, (2016) determined the effects of one such campaign on hand washing. The study was conducted on 687 visitors. Risk, attitudes, norms, abilities, self-regulation(RANAS) model was used to find out the behavioural changes. Almost half a standard deviation was increased post campaign. They claimed that behaviour change is must and is very important in enhancing knowledge during these awareness campaigns. Suggestions came in a way that determining behaviour should be taken as first step in any program planning. Review of literature was collected and compiled by

Kang'ethe *et al.*, (2015) on inquiring the productiveness of community home-based care (CHBS) agenda in Africa. Researchers tried to bind up the main causes of ineffectiveness of this program and suggested that inappropriate public assistance inadequate government support, insufficiency of human and material wealth, shortage of economical funds are some main causes.

Nasution *et al.*, (2015) conducted a study on assessing the effectiveness of awareness created for improving the maternal and neonatal health status in Indonesia. Quasi-experimental study included 78 pregnant mothers. It was evident from the study that awareness intervention significantly improved the health status of mothers and neonates. Mothers and their babies got benefitted by the programme. Research concluded that government should take appropriate and necessary steps in involving community health workers to create timely intervenes awareness.

Abedini *et al.*, (2015) determined the efficacy of educational program based on James Brown model on knowledge regarding nutritional behaviour. 87 girl students were included in intervention group and 103 in control group. After imparting knowledge to intervention group regarding iron deficiency anaemia, the level of awareness was assessed after 2 months. Results showed the significant increase in attitude and nutritional behaviour. Researchers suggested that James Brown model of educational intervention is found to be very effective can be used to enhance the health knowledge of students.

Communication is always known to be the excellent way of creating rapport with respect to behaviour change. Abortion is always been one such topic which is tabooed in Indian society. Indian abortion law got passed and legalised in 1971 but the awareness regarding this law is really low. One such study on

changing the behaviour through communication regarding abortion was carried out by Banerjee *et al.*, (2013). Bihar and Jharkhand were selected as interventional and comparison district. The baseline was conducted in 2008 and follow up in 2010 in randomly selected rural married woman aged 15 to 49 years. Method used was difference in differences. Post intervention the perception about abortion was found to be significantly changed. Knowledge about safe abortion services was improved. Recommendation came in a way that multiple approaches should be acquired to enhance the knowledge about tabooed stigmatised health aspects.

Shriraam *et al.*, (2013) conducted a study on awareness of gestational diabetes mellitus among antenatal women with a sample size of 120 antenatal women. In the study, researcher concluded that 17.5% women had good knowledge, 56.7% had fair knowledge and 25.8% women had poor knowledge about gestational diabetes mellitus (GMD). These data showed the significant deficit in the knowledge of antenatal women. Researchers also concluded that the awareness that untreated GDM may pose a risk to the unborn child was high among the study women. They suggested that health care workers have to play a greater role in bringing about awareness about GDM.

Yusoff *et al.*, (2013) conducted a study on effectiveness of nutrition education in improving awareness pertaining Iron deficiency. Around 855 adolescents from 8 secondary schools in rural areas of Malaysia were sampled using multistage cluster sampling. Again, for the trial, they purposively recruited 280, who met the specified hemoglobin cut-off points (7 to 11.9g/dL (female) and 7 to 12.9g/dL (male). They divided the sample into Nutrition education receiver (NER) and non- nutrition education receiver (NNER) group. NER

received nutrition education through videos, lectures once weekly. They were also given capsules supplements once daily. The nutrition education package utilized in study had effectively enhanced awareness among anemic adolescents towards the problem. Researchers recommended that nutrition education followed by supplementation program can make a significant difference in the health status of iron deficiency adolescents.

Keeping the objective of knowledge about AIDS/ HIV and their perception towards people suffering from syndrome, efficacy of reading skills as communication agenda for awareness regarding AIDS/HIV was determined by Bhat *et al.*, (2013) among school going adolescents. 245 students were randomly divided into experimental and control groups. Both groups were created awareness and HIV related theory was administered in experimental group. Results revealed that reading enhanced the knowledge upto 58% therefore such practices can be included in the school curricula itself.

Muskaan ekabhiyan or the smile campaign was organised with respect to immunization in Bihar, India. The effectiveness of this program was judged by Goel *et al.*, (2012). Evaluation survey was conducted post- program in 2005 and 2009. The method used was difference in differences. The percentage of immunization of 12–23-month-old children was significantly increased from 2005 (19%) to 2009 (49%). The proportion of individual vaccines were also increased at rapid rate. Awareness camp on immunization was found to be very effective and such programs need to be organised where the immunization rate is low in India.

Naik *et al.*, (2012) focussed that appropriate awareness and educational intervention is essential to enhance the level of acquaintance of knowledge among nursing students

regarding cervical cancer. Such community-based programs need to be emphasised and should be organised time to time.

Nair *et al.*, (2009) evaluated the potency of awareness program or community oral health which was organised for months and trained by Junior Public Health Nurses (JPHNs) and anganwadi workers (AWWs). Statistically it was showed that there was improvement in knowledge regarding oral hygiene, milk teething process, dental diseases- causes and precaution. Such community based oral program should be organised in different parts of the country and several aspect regarding health activities need to be explored.

Reproductive health is of major concern in adolescence period. It becomes more prominent among girls. The study was conducted by Rao *et al.*, (2008) on 791 rural girls of age group 16-19 years for one year on awareness regarding reproductive health. After intervention of training programs, the evaluation was made and assessment was carried out to see the effectiveness of awareness generated among subjects. SPSS was used for analytical purpose. Results revealed that knowledge about contraception was increased (from 14.4 to 68%, $P < 0.01$). Other parameters like ovulation, signs of pregnancy and fertilization was increased by 37.2% (95% CI (35.2, 39.2), $P < 0.001$). Awareness for diet in pregnancy was also enhanced by 29%. Such intervention programs can bring major changes in the awareness level of girls regarding reproductive health.

Community- based nutritional education intervention program was conducted by Rao *et al.*, (2005). Rural women of age group 30-59 years were randomly selected for the purpose. Awareness was generated in 360 women of coastal village in southern India. The awareness regarding self-examination for any kind of deformity or lumps in breast was

facilitated by trained health workers. The efficacy of the program was checked at the end of 1st and 3rd month of intervention. There was significant increase in awareness and self-examination (\geq - 15.807; $P < 0.001$) and 93% respectively. Vagueness and overload of work were two perceived constraints. Proper technique and imparting practical knowledge were concluded to be applied in any intervention program.

From the above studies compiled it can be concluded that many awareness campaigns and intervention programs are conducted worldwide and basic motive of such programs was to assess the level of knowledge and further awareness generation. In many studies it was observed that only awareness was dissemination and results were given as percentage of acquisition of knowledge. It was seen that in few studies different experimental designs like quasi- experimental, pre and post intervention, randomised trials and randomised controlled trials etc. Through these methods mean score was statistically resulted and effect of intervention incorporated was calculated. The results came significantly positive in terms of awareness generation. Precise effect of the intervention is being barely checked in different awareness program conducted in India. Preciseness stats the definement of parameters which need to be more focussed and need regular backstopping.

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